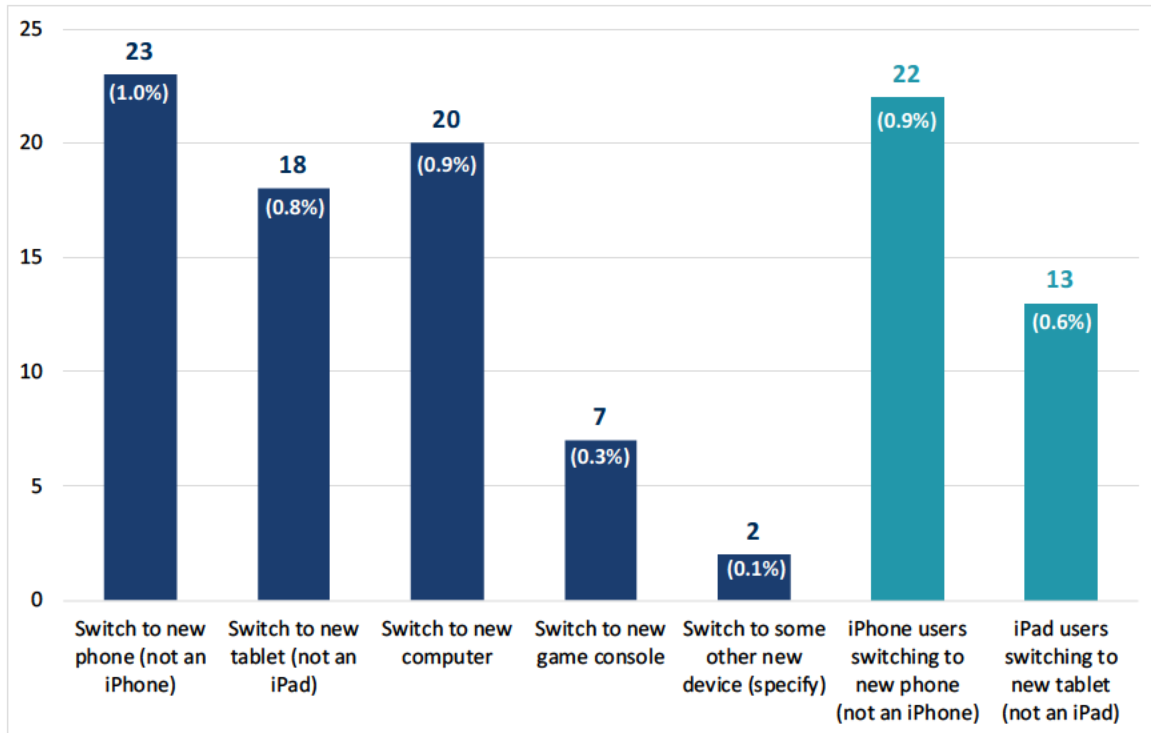


Switching Behavior

Epic Games, Inc. v. Apple Inc., Case No. 4:20-cv-05640-YGR-TSH (N.D. Cal.)
Summary Pursuant to Federal Rule of Evidence 1006



This figure shows the number of respondents who would switch to a given device among those who indicated (i) in Q16 that they would have changed their at-issue purchases, (ii) in Q17 that they would have shifted some or all of their at-issue purchase spending to a new device other than iPhone or an iPad. The percentages reported are the percentage of all "Deciders." Respondents were able to select more than one response option.